

# EMPLOYMENT OPPORTUNITY

## CITY OF LONGBEACH



### **PUBLIC AFFAIRS OFFICER** CITY MANAGER DEPARTMENT

*The City of Long Beach is seeking an experienced professional, seasoned communicator and strategic manager to serve as the Public Affairs Officer.*



## THE COMMUNITY

Ideally located on the Pacific Ocean south of Los Angeles, adjacent to Orange County, the City of Long Beach, California (population 490,566) is frequently described as a series of strong, diverse interwoven smaller communities within a large city. Enjoying an ideal Southern California climate, Long Beach is home to an abundance of cultural and recreational options. The Long Beach Convention Center, Aquarium of the Pacific, Queen

Mary and the annual Toyota Grand Prix of Long Beach, plus a wide variety of other attractions (two historic ranchos, three marinas, and five golf courses), serve to draw 5.5 million visitors a year. The City is also home to California State University, Long Beach and Long Beach City College. Cal State Long Beach is the second largest university in the state and was recently ranked the No. 3 best-value public college in the nation. Serving the K-12 student population, the Long Beach Unified School District consistently ranks among the Top 10 urban school districts in the country. Covering approximately 50 square miles, Long Beach is supported by a wide mix of industries with education, health and social services, manufacturing, retail trade, and professional services comprising the highest representation. Known for its livable and desirable neighborhoods, America's Promise Alliance named Long Beach as one of the 100 Best Communities for Young People two years in a row. While it offers all the amenities of a large metropolis, many say Long Beach has the added benefit of having maintained a strong sense of community and cohesiveness despite its growth. Long Beach is the seventh largest city in California, and has been referred to as the "most diverse city" in the country by USA Today. A superb climate, quality schools, a vibrant downtown, and a wide variety of neighborhoods help make Long Beach one of the most livable communities in the country.

## CITY GOVERNMENT

Long Beach is a full-service Charter City governed by nine City Council members who are elected by district. The Mayor is elected at-large. Elected officials also include the City Attorney, City Auditor, and City Prosecutor. Elected officials are subject to a two-term limit, which allows them to serve for a maximum of eight years. The City Council appoints a City Manager to oversee the administration of all City departments, excluding those under the direction of a separately elected official, Board or Commission. In addition to its traditional services, Long Beach maintains one of the world's busiest seaports, which serves as a leading gateway for international trade. The City also has its own full-service commercial airport and is one of only three cities in California with its own Health and Gas & Oil Departments. Long Beach is supported by a total FY 2015-16 Budget of \$2.7 billion, with a General Fund budget totaling \$412 million. More than 5,800 full- and part-time employees support municipal operations with the majority being represented by nine unions.



## CITY MANAGER DEPARTMENT

The City Manager's Office has 50 employees, focusing on City Council support, executive management, intergovernmental relations, public affairs, special events/filming, Citizen Police Complaint Commission objectives, Tidelands capital/improvement projects, Innovation Team

initiatives and sustainable solutions. The mission is to implement programs in accordance with City Council policies, the City Charter and Municipal Code, while providing leadership for effective delivery of services to the community.

## THE POSITION

The Public Affairs Officer (PAO) is an at-will management position that works under the general direction of the Deputy City Manager. The PAO is responsible for and oversees the operation of the Communications Division by providing direction and management of professional and support staff. The successful candidate will be a highly organized professional who is experienced in communications and media relations. The PAO will: provide functional oversight of citywide communications from departmental PAOs; initiate and lead proactive public relations strategies; actively work to guide the priorities outlined in the Strategic Communications Plan; strategize and manage media relations, press releases, media advisories, media inquiries, City responses, other communications, and serve as lead spokesperson; interact with, and facilitate, broadcast media, press conferences, and interviews and coordinate at City Council meetings; oversee the City's social media accounts, online strategies and policies with City Manager departments; serve as the City Manager's Crisis Communications Joint Information Center (JIC) leader of the Public Information team in the Emergency Operations Center; facilitate event planning and serve as the liaison with City departments and the Mayor and City Council Offices on selected City-sponsored events; oversee talking points, event agendas, media strategies, press release development for City-sponsored events; serve as liaison with the Mayor's Office on press release coordination, broadcast TV and local media initiatives; manage and lead monthly communications meeting with departmental PAOs and staff; manage the City brand and development of guidelines, written documents, brochures, flyers, marketing materials, and communications with the public; oversee external vendors on graphic design, marketing, advertising, identity themes, logos, style guides and brand initiatives in the City Manager's Office and facilitate in City departments; coordinate photo operations, archives, usage, digital and qualitative elements in regards to the City's visual identity; and handle other related duties as assigned.

## THE IDEAL CANDIDATE

### **Education, Training and Experience:**

**Minimum Qualifications:** Graduation from an accredited college or university with a Bachelor's degree in Public Relations, Journalism, Communications, English, Public Affairs, Public Administration or closely related field; and have at least five years recent, progressively responsible experience serving in a public affairs capacity and managing staff; and possess a valid California Driver License.

**Desirable Qualifications:** On-camera experience with broadcast media, press conferences and crisis communications responses; Incident Command System (ICS) training and Joint Information Center (JIC) training and experience; public sector experience; and a Master's degree in one of the above mentioned fields.

**The ideal candidate will be a detail-oriented, hands-on manager, capable of handling multiple deadlines in a fast-paced environment, while maintaining effective working relationships at all levels of the organization.**

#### **Professional Attributes:** The attributes that best describe the new Public Affairs Officer:

- Highly organized, multi-tasker
- Participative and inclusive management style
- Self-motivated
- Effective negotiator
- Results oriented
- Direct communicator with superior interpersonal skills
- Ethical with a high level of integrity
- Embraces ideas and contributions from others
- Dedicated to quality service
- Creative, strategic thinker
- Strong project management / technical skills
- Exercises good judgment



## SALARY + BENEFITS

The salary is commensurate with qualifications and work experience. The City's compensation package also encompasses an attractive benefits package that includes:

- **Retirement** – City offers CalPERS with a benefit of 2.5% @ 55 for Classic members or 2% at 62 for new members as defined by PEPR, subject to the limitations set by PERS. Employee pays the employee portion. The City also participates in Social Security.
- **Vacation** – Twelve (12) days after one year of service; 15 days after four years, six months of service; 20 days after 19.5 of service.
- **Executive Leave** – Forty (40) hours per year.
- **Sick Leave** – One day earned per month; unlimited accumulation; conversion upon retirement to cash credit toward health and/or dental insurance premiums, or to pension credits.
- **Holidays** – Nine designated holidays per year, plus four personal holidays to be used at the employee's discretion.
- **Monthly Auto Allowance**
- **Health Insurance** – Two plans are available: one HMO, and one PPO plan. The City pays major portion of the premium for employee and dependents, depending on the health/dental plan selected.
- **Dental Insurance** – Two dental plans are available for employees and dependents.
- **Life Insurance** – City-paid term life insurance policy equal to three times annual salary to a maximum of \$500,000.
- **Disability** – City-paid short-term and long-term disability insurance.
- **Management Physical** – Annual City-paid physical examination.
- **Deferred Compensation** – Available through ICMA Retirement Corporation.

## APPLICATION PROCESS

This recruitment will close at 4:30 PM on Friday, October 30, 2015. To be considered for this opportunity, applicants must submit a letter of interest and resume (in PDF or MS Word format) that reflect the scope and level of their current/most recent positions and responsibilities. In addition, applicants must also submit a list of three professional references and a salary history. Complete application packets must be submitted via e-mail to [theressa.graham@longbeach.gov](mailto:theressa.graham@longbeach.gov) by the deadline. Please include PAO Recruitment in the subject line of the e-mail. The most qualified applicants will be invited to participate in further selection procedures. An appointment is contingent upon successful completion of a thorough background check and a City physical examination.

This information is available in an alternative format by request to the City at (562) 570-6782. If you require an accommodation because of a disability in order to participate in any phase of the application process, please request it when submitting your application, or call (562) 570-6782. In support of the City's Language Access Policy, bilingual skills (Spanish, Khmer and/or Tagalog) are desirable for positions interacting with the public.

## EQUAL OPPORTUNITY

The City of Long Beach is an Equal Opportunity Employer and values diversity at all levels of the organization.